

Ministry Brands®

Plan your Easter Service



Website

- ☐ Create a Designated Visitor Landing Page
 - Include *Need to Know* info: logistical information that is absolutely necessary for someone to attend
 - Include *Want to Know* info: weekly offerings and opportunities for persons and families
 - Include *Nice to Know* info: snapshots of front facing leadership and/or a spiel on your commitments and values
- ☐ Optimize Website Search Engine Performance (SEO)
 - Use relevant keywords for your church
 - Ensure the website is mobile-friendly
 - Fix any broken links

Pro-Tip: Check out our downloadable guide to Search Engine Optimization [HERE](#).

- ☐ Enhance your Homepage
 - Check out [THIS INTERVIEW](#) with one of our very own Web Strategy Consultants on how you can create an Engaging Website Homepage for the holiday season.

Mobile App

- ☐ Use Notifications for reminders and updates with [Push Notification](#)
- ☐ [Stream](#) your services and events to keep members connected with your Ministry
- ☐ [Create Flex Content](#) pages to keep members updated on holiday events, Children's activities and forms for sign-ups like volunteering and events

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Streaming

- ☐ [Schedule](#) Your Service Live Stream in Advance

ChMS

- ☐ Set Up Children's Check In
 - You can set this up for [in-person check in](#) kiosks or you can enable check in on your [mobile app](#) for a simple and secure experience for parents.
 - Configure your check in [label printers](#).

Worship Planning

- ☐ Organize Your Staff and Volunteers
 - Set up [Teams](#) in your Service Planning module.
 - Assign [Roles and Skills](#) to your staff and volunteers.
- ☐ Create a Service Flow
 - Create detailed [service outlines](#) allowing you to plan a smooth service by adding all the elements to make your service come together.